



Sheet 1 - Mount Ara QA Fact Sheet

- Mount Ara was founded in 2018 in Chicago and is currently one of the largest calming pet-product companies in the Midwest. Mount Ara has both a Hemp line of products as well as a natural calming line, Chill.
HOW IS THAT DIFFERENT: Mount Ara isn't just CBD. Customers want to know what options are available for their pets and, bottom line, CBD isn't the only thing that works. We provide options for our stores and their customers.
- Mount Ara works with a partner farm in Colorado for all their Full Spectrum Hemp and uses only CO2 extraction methods on site to ensure high quality and maximum cannabinoid profile for their products. (All results are independently verified by a third party)
IS THAT IMPORTANT? You bet it is. Nowadays most companies are doing things right. That means CO2 extraction of products grown on organic farms in the US. But there are still many companies doing it wrong.
- Once extracted, Mount Ara's Full Spectrum Hemp oil goes through a process of nano-emulsification using Caproic and Caprylic acid (medium chain triglycerides) to substantially boost the surface area of the oil and ensure its bioavailability.
WHY DOES THAT MATTER: Most companies use Hemp oil extracted directly from the plant. Without first breaking down the oil molecules, the resulting mixture will be digested in the liver where bile will destroy up to 80% of the product. Our oil is not only more effective but is more quickly absorbed.
- Mount Ara's products are sourced locally – the majority of their ingredients are right here in the Midwest – and packaged and assembled in Chicago.
IMPORTANT BECAUSE... Because it's America, and America still has some of the highest standards for manufacturing & packaging when it comes to pet products.
- Mount Ara products are great for a variety of issues from daily wellness to more severe and concerning issues. While Hemp, and CBD, has not been approved to treat or cure any diseases by the FDA, countless studies have shown its ability to help with daily stress related to external causes such as separation anxiety and noise adverse behavior. More severe stress can also be minimized with use of our calming products as well. Mount Ara works great for aging dogs who struggle with mobility or pain management issues also.
- **IS THIS DIFFERENT:** While not directly different from other Full-spectrum hemp companies for pets, Mount Ara uses a unique approach to pet products that helps engage them on different levels. Also, the highly water soluble / bio-available hemp oil we use means pets get all the benefit, faster & longer.

- Mount Ara is a member in good standing of the NASC and works directly with them for all approvals regarding sourcing ingredients, manufacturing and packaging as well as advertising of their products.
- **IS THAT A BIG DEAL:** The NASC is the only governing body for pet supplements that works with any authority. Any other certification, US Hemp Authority, National Pet Products Association, are all good agencies but do not have the ability to fine or report a company to the FDA. Only the NASC works directly with the FDA to ensure products meet strict guidelines.
- Mount Ara is dedicated to working directly with the independent store market to see that customers receive the best products at the best price with all the education they need.

REALLY? Yes, this is our business model. But it's also important for the industry. Customers have become confused by all the CBD terms, language and information out there. Without the right education many customers will simply ignore CBD as a holistic pet benefit or use it incorrectly.

Sheet 2 - Top Talking Points : Mount Ara

Why carry Mount Ara?

A: Mount Ara is a unique approach to pet calming products that engages new customers and encourages repeat business. Stores stocking Mount Ara's full product line see rebuy rates of 70% in the first month.

Also, as more Big-Box stores stock CBD and consumers move to on-line sales, it is crucial that independent stores have access to new and innovative products.

I already have CBD products...

A: That's great. In a recent survey of Independent Stores, consumers looking for pet supplements were more likely to buy from stores showing multiple lines of CBD products. Stores with only 1 line of products reported 41% lower sales volume against stores with 3 or more lines.

(**Why?** When surveyed, consumers reported that more CBD products got their attention and the presence of multiple lines made the customer feel more comfortable with the decision to try CBD.)

Too much CBD will only confuse customers.

A: Most customers are looking for choices when it comes to products. You wouldn't stock only one dog food or one type of dog toy. Hemp products are just like any other pet product, having options is important.

What makes your product any different from others?

A: Packaging – Mount Ara uses simple packaging that gets customer's attention and is easy to understand. You won't find breed specific dosage or countless lines of CBD oil with hard to pronounce titles.

B. Water Solubility – Not all CBD from Hemp is created equal. Mount Ara uses water soluble oil that has a quick effect and long lasting benefits. Most users report dramatically faster and better benefits when comparing Mount Ara oil against other national brands.

C. Engagement – Mount Ara wants to make CBD fun for pets. While we have the usual oils and bites, we also have toys and spreads perfect for engaging pets while helping with stress, anxiety or pain management.

D. More than just CBD – CBD isn't the only option for calming your pet and let's face it, not every dog responds to it. That's why Mount Ara has the Chill line. Chill uses chamomile and melatonin to support healthy calm behavior in dogs of all ages.

How do I know it will sell?

A: Truthfully, you don't. But, Mount Ara did a survey of non CBD buying customer's and found that 70% were more likely to buy Mount Ara products than any alternative national company. They said the products seemed simple, approachable and easy to use which directly apposed the number one reason to not purchase the product ("It seemed confusing and overwhelming."). Not only that, but Mount Ara has a unique approach to their products that get people's attention.

My customer's like what they already use.

A: Mount Ara does not want to steal anyone else's business, and our goal is not simply move customers over from one brand to another. Our goal is new customers. Currently, only about 1 in 5 dog owners has ever purchased CBD products for their pets, and only 1 in 8 purchases these products regularly. Yet, 50% of dog owners report issues related directly to issues that CBD from full spectrum hemp may be a benefit for. Most customer's choose not to purchase Hemp products due to confusion over usage and cost.

CBD doesn't work.

A: While CBD products don't ALWAYS work on EVERY dog, the overwhelming evidence indicates that CBD from Full-Spectrum hemp does provide considerable relief to a variety of issues. In most cases, when CBD has no effect, the issues comes down to how it was used. Follow these instructions carefully.

1. Keep Full-Spectrum hemp use outside of the feeding window by 30-45 minutes.
2. Do not place the hemp oil in food or water.
3. Gradually increase the dosage of the Hemp product until the desired effect is reached or the pet becomes lethargic. At that point, back off a small amount.
4. For stress related issues, provide the hemp product 30 minutes prior to the event if at all possible.

Are there any other benefits?

A: Mount Ara is dedicated to the success of their independent retail partners. That's why we offer training programs for all our stores, loyalty programs through Astro, and a unique marketing program that gives stores access to digital co-branded print and social media ads.